Testimony of Robert Burns Director of the Mattatuck Museum Waterbury, CT

Appropriations Committee

RE: H.B. No. 6350 AN ACT CONCERNING THE BUDGET FOR THE BIENNIUM ENDING JUNE 30, 2015, AND OTHER PROVISIONS RELATING TO REVENUE

Chairwoman Harp, Chairwoman Walker, members of the committee, my name is Robert Burns and I am director of the Mattatuck Museum in Waterbury. I would like to speak to H.B. No. 6350 AN ACT CONCERNING THE BUDGET FOR THE BIENNIUM ENDING JUNE 30, 2015, AND OTHER PROVISIONS RELATING TO REVENUE.

I am here today on behalf of a consortium of seven independent leading art museums in Connecticut – the Aldrich Contemporary Art Museum in Ridgefield; the Bruce Museum in Greenwich; the Florence Griswold Museum in Old Lyme; the Hill-Stead Museum in Farmington; the Lyman Allyn Art Museum in New London; and New Britain Museum of American Art in New Britain. Our seven museums offer some of the most exciting and stimulating exhibitions to be found anywhere. Our holdings consist of fine and decorative art treasures of incalculable value. Together we enhance the state's identity as a cultural hub, its attractiveness as a tourism destination, and the unparalleled quality of life found here.

Yet, potentially more significant is our impact for Connecticut in creating jobs, attracting visitors and increasing State revenue. A 2012 Americans for the Arts report entitled *Arts & Economic Prosperity IV in the State of Connecticut* clearly exhibited that the arts and culture are a significant industry in Connecticut—one that generates \$653 million in total economic activity and supports 18,314 full-time equivalent jobs. In utilizing the AFTA *Economic Prosperity Calculator* our consortium has found that our seven museums have a combined impact of \$25.5 million in economic activity and support 718 full time equivalent jobs. I have attached a spreadsheet to our testimony outlining our individual and collective impacts.

We fully understand that these are difficult financial times for the State. Please know that these are also trying financial times for our museums. Given the steady, reliable impact of our seven art museums on the state economy, we are seeking to have the budget bill amended to include an annual appropriation of one and a half million dollars (\$ 1.5 million) to be shared equally by our seven member museums.

Irrespective of our differences in location, budget and visitation, we believe that by working together (instead of competing) is not only an efficient, but an effective way for the State to

make a relatively small investment that will bring a very good return. The AFTA report clearly showed that there is a leveraged return of \$6 for every \$1 invested by the State. Therefore, the investment requested by our consortium will have a collective economic impact of at least nine million dollars annually or each of us will be able to have an economic impact on our respective regions of over \$1.2 million.

Our museums employ people locally, purchase goods and services from within our communities, and market and promote our regions. Every year we host to hundreds of thousands of visitors from New England, New York and New Jersey and across the country. Our visitors stay in hotels, eat in restaurants and purchase goods in our shops. And, the AFTA study shows that "cultural tourists" spend an average of 65 percent more than other visitors.

Our proposal seeks to build upon our already significant contribution to Connecticut's "creative" economy. Appropriated funds will be designated for *increased* operating expenditures on exhibitions, programs and marketing. Located strategically across our State, our seven institutions will be able to contribute even more to the cultural and economic vitality of our state through this partnership. Such an appropriation will enable our institutions, both individually and collectively, to deepen the impact of what we do best – the presentation of exhibitions and educational programs designed to attract the participation of residents and visitors to Connecticut.

The current mechanism for funding our institutions is clearly not working. For example, funds designated at DECD for a tourism marketing competitive grant program, which all of our institutions would have applied for and were counting on to market our exhibits and programs, were recently swept away with rescissions.

It is precisely because of the uncertainty of these State funding streams that our group has banded together to seek this appropriation. What is unique about our action is that we have agreed to divide the funding equally between our seven institutions, focusing on unity to attain the flexibility and consistency of steady funding that will enable us to better plan exhibits and programs while strategically targeting our marketing efforts to maximize the use of these funds.

My colleagues and I ask that the budget bill be amended to reflect our proposal that 1.5 million be appropriated to these seven museums to be shared equally by all while returning to the State an impact six times the investment. Thank you for the opportunity to speak with you today on this important issue.

	ξ	Exhibitions	Programs	Events	Visitation	Students Served	Marketing Budget	Budget	Museum F/T Employees	Museum F/T Museum P/T Employees Employees	0.000.000.000.000.000.000.000	FTE Jobs Supported Economic Impact
Aldrich Museum	FY11	17	649	34	26,781	9,792	\$ 179,000.00	\$ 2,310,417.00	21		- 63	\$ 3,607,067.00
Bruce Museum	FY11	16	1,223	45	70,460	16,190	\$ 295,871.00 \$	\$ 4,621,185.00	34	12	185	\$ 6,217,104.00
Florence Griswold Museum	FY11	8	308	32	64,800	4,500	\$ 225,048.00 \$	\$ 2,181,773.00	13	$\mathcal{F}_{i} = \mathcal{F}_{i} = \mathcal{F}_{i}$	109	\$ 4,008,640.00
Hill-Stead Museum	FY11	3	114	63	46,521	4,068	\$ 138,651.00 \$	\$ 1,394,950.00	6	45	71	\$ 2,448,651.00
Lyman-Allyn Museum	FY11	8	243	56	20,000	3,314	\$ 55,000.00 \$	\$ 967,656.00	8	3	38	\$ 1,304,536.00
Mattatuck Museum	FY11	8	270	89	42,027	7,027	\$ 50,893.00 \$	\$ 1,074,662.00	11/1/1/1/1	5	58	\$ 2,102,222.00
New Britain Museum of American Art	FY11	72	1,152	69	91,874	14,854	\$ 369,385.00	369,385.00 \$ 3,026,281.00	20	14	164	\$ 5,761,370.00
COMBINED TOTALS		- 28	3,959	337	362,463	59,745	\$ 1,313,848.00	\$ 1,313,848.00 \$ 15,576,924.00	116	106	718	\$ 25,449,590.00
Programs: # of student tours, teacher workshops, adult tours, studio classes for children and youth, adult studio programs, symposia, gallery talks, Wed@1 programs, Art Happy Hours, Sunday Music, film, docent training	cshops, ad	ult tours, studi	o classes for	children an	d youth, aduli	t studio prog	rams, symposia, g	allery talks, Wed@.	l programs, Art	Happy Hours, St	unday Music,	film, docent trainir
Events: # of Community Days, opening receptions, member previews, tou	ptions, m	ember preview	s, tours and	events, First	t Friday jazz e	venings, Mus	seum After Dark p	ırs and events, First Friday jazz evenings, Museum After Dark parties, special fundraising events, trips and other events.	aising events, tr	rips and other e	vents.	
Students served: includes those on tour and in programs.	d in progr	ams.										
Marketing Budget: all marketing expenditures inlouding staff	res inlcud	ing staff										
FTE Jobs & Economic Impact: calculated using Americans for the Arts - Arts & Prosperity Calculator http://www.artsusa.org/information_services/research/services/economic_impact/005.asp#calculator	ng Americ	ans for the Art	5 - Arts & Pr	osperity Calc	ulator http:/	/www.artsu	sa.org/information	L_services/research	/services/econd	omic_impact/00	5.asp#calculat	or